

# Open Learning

UMD's Platform for Non-Credit Offerings

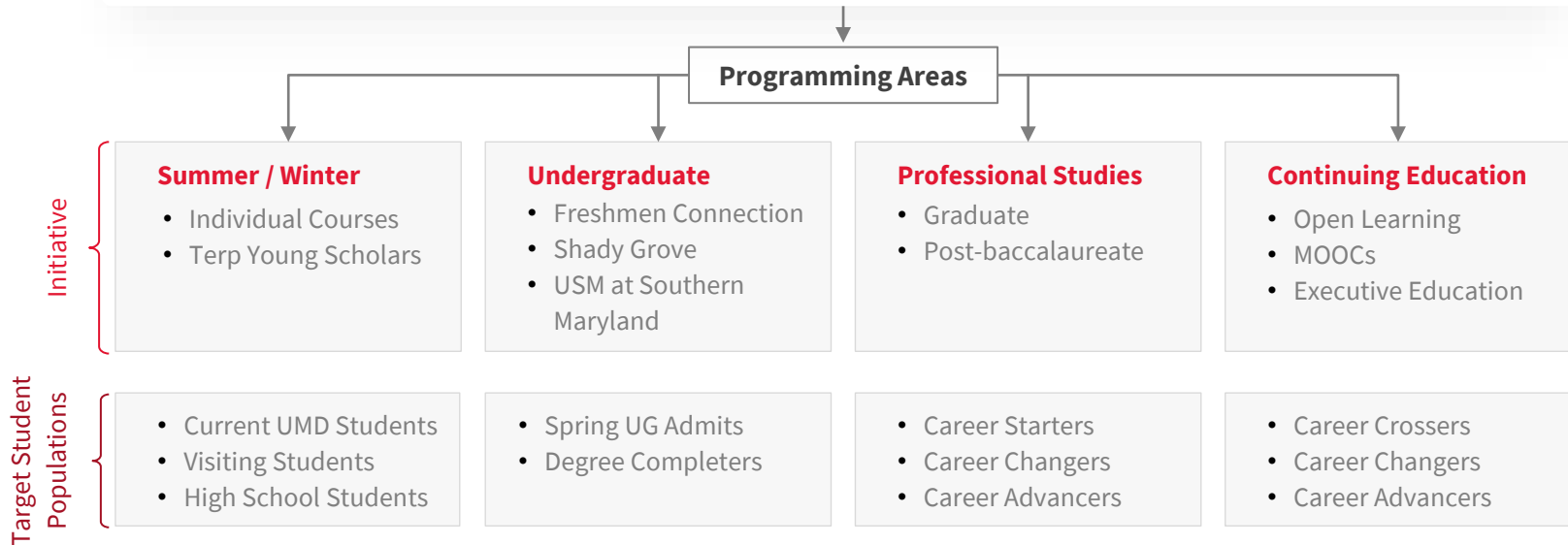


EXTENDED STUDIES

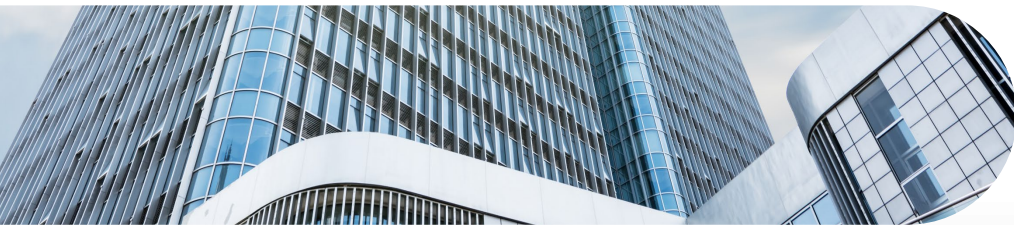


# Extended Studies **OVERVIEW**

Reporting to the Associate Provost, Extended Studies (EXST) provides administrative services for a broad range of self-support credit and non-credit educational initiatives. Services include program development, delivery and management, marketing and communication, student services, and financial management.



# Professional & Continuing Education **OVERVIEW**



In 2008, PCE generated approximately \$1.6 million in annual revenue for academic units



In AY 2023-24, PCE is estimated to generate approximately \$17 million in annual revenue for academic units



## History

- 2008: Grad & Post-Bacc Programs
- 2013: MOOCs
- 2019: Open Learning
- 2020: Executive Education



## Vision

- To be the university's preferred partner for professional & continuing education



## Mission

- To provide comprehensive administrative support to help campus units quickly respond to Maryland workforce needs

## EXST provides administrative support for a variety of credit and non-credit offerings

### Focus

Grad / Post-Bacc Programs

MOOCs

Open Learning

Executive Education

Streamlined processes allow units to quickly respond to demand

## Enrollment Snapshot

1,250 Current Grad & Post-Bacc Students

3,500,000 MOOC Learners

93,050 Open Learning Registrations

35 Executive Education Contracts



EXTENDED STUDIES

# What is **OPEN LEARNING**

Open Learning is the university's all-in-one learning solution and a UMD-branded online catalog of non-credit continuing education opportunities. It is designed to serve current UMD students, faculty, and staff as well as members of the local and state community and beyond.

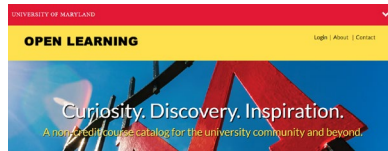
Platform features include a registration system, payment gateway, seamless integration with ELMS-Canvas, and automated Certificates of Completion.



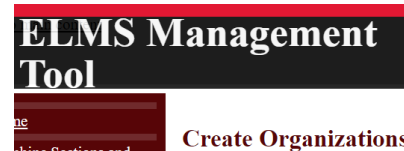
# Non-Credit Platform **USE COMPARISON**

The university has three UMD-hosted non-credit platforms. Appropriate platform use is dependent on the specific capabilities needed and intended audience.

## Open Learning



## Organization Space



## Workday

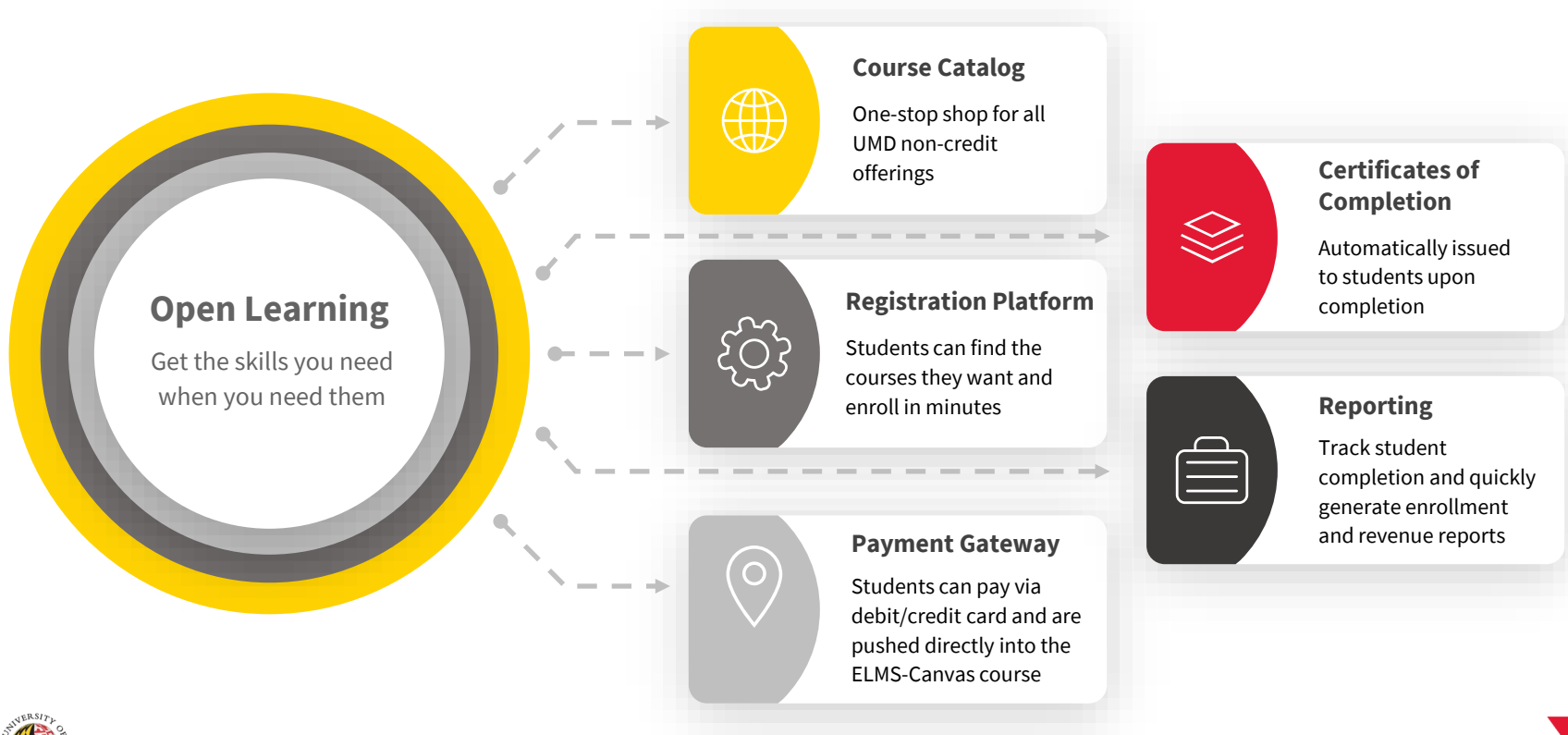


<b>Intended Use</b>	A course catalog, registration platform, and payment gateway	Support teaching, research, and administrative purposes	Assigning and tracking non-academic professional development or required compliance training
<b>Non-Credit Course Type</b>	Non-Credit Academic Courses, Orientations, Workshops, Trainings	Collaborative space	Non-Academic; Required or Professional Development Training; Learning Campaigns
<b>Course Space</b>	ELMS-Canvas	ELMS-Canvas	Workday
<b>Audience</b>	UMCP Faculty/Staff/Students, Non-UMCP, Community-facing	UMCP Faculty/Staff/Students	Faculty/Staff/Student <i>Employees</i> of UMCP, USMO, UMCES, and UMES



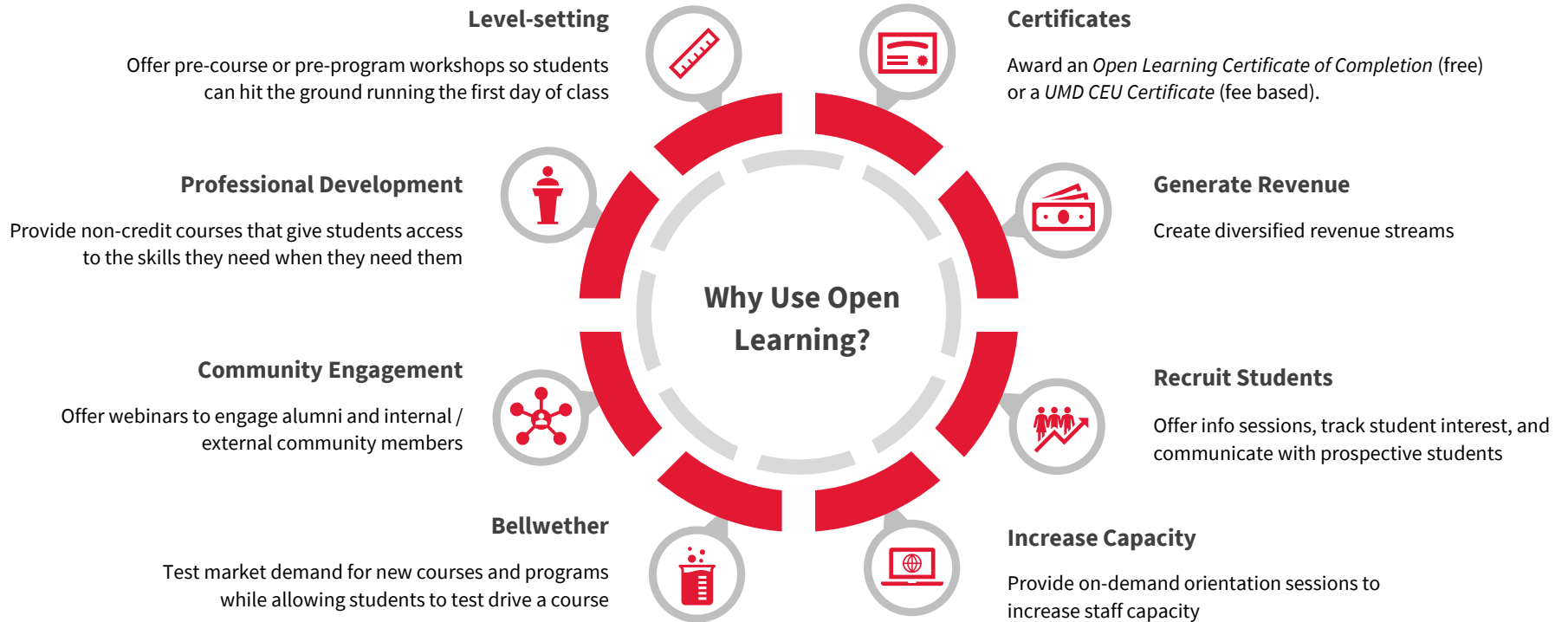


# Open Learning **OVERVIEW**





# Open Learning **USE CASES**





# Open Learning STOREFRONT

The storefront showcases UMD's catalog of ELMS-Canvas hosted non-credit offerings.

Courses or Programs can be:

- Free, charge a fee, or offer discounts
- Online or in person
- Asynchronous or Synchronous
- Specific dates, open/self-paced, or time-limited

**OPEN LEARNING** Login | About

**Curiosity. Discovery. Inspiration.**  
A non-credit course catalog for the university community and beyond.

Search:  Refine

**FREE**

Human Resources

**Job Classification:**

- Subject matter expertise
- Non-supervisory
- Trade or craft

**Writing Effective Job Descriptions**

Learn the importance of writing job descriptions that best work for your organization and are compliant with federal law.

UNIVERSITY OF MARYLAND HUMAN RESOURCES

Self-paced  
**FREE**

**FREE**

**UMPD Clery Act for Campus Security Authorities 2022-2023**

Campus Security Authorities (CSA) are defined as those who have "significant responsibility for student and campus activities" and have duties under the Clery Act. The University of Maryland Police...

UNIVERSITY OF MARYLAND

Aug 15, 2022 - Aug 4, 2023  
**FREE**

**Business Negotiations: A Workshop to Hone Your Skills**

Join this experiential learning workshop to understand the strategy and psychology behind effective negotiations and learn how to apply it for win-win negotiations!

ROBERT H SMITH SCHOOL OF BUSINESS

Time limit: 3 days  
**\$2,000 | 1.8 CEUs**

**COLLEGE OF INFORMATION STUDIES**

**DCIP** DIGITAL CURATOR FOR INFORMATION PROFESSIONAL CERTIFICATE PROGRAM

**Introduction to Digital Curation- 2023**

DCIP Course 1, January 2 - February 10, 2023. In this 6-week introductory course, students will learn the principles for the design and implementation of long-term curation of digital data and information...

UNIVERSITY OF MARYLAND COLLEGE OF INFORMATION STUDIES

Jan 2, 2023 - Feb 11, 2023  
**\$1,010**







## Teaser COURSE CARD

Cards are viewable on the storefront to provide basic course information at a glance.

1. Image
2. Title
3. Teaser (short description that includes contact information)
4. Logo
5. Dates
6. Cost (if applicable)



FREE ASYNCHRONOUS  
**INNOVATION TOOLS & MINDSET TRAINING**

ACADEMY FOR INNOVATION & ENTREPRENEURSHIP  
UNIVERSITY OF MARYLAND  
INNOVATION.UMD.EDU



### Innovation Tools & Mindset Asynchronous Training

Immerse yourself in innovation tools and mindsets in this highly-interactive, self-paced asynchronous training.

 ACADEMY FOR INNOVATION & ENTREPRENEURSHIP

Started Aug 16, 2022 

**FREE**







### Business Negotiations: A Workshop to Hone Your Skills

Join this experiential learning workshop to understand the strategy and psychology behind effective negotiations and learn how to apply it for win-win negotiations!

 ROBERT H. SMITH SCHOOL OF BUSINESS  
OFFICE OF EXECUTIVE EDUCATION

Time limit: 3 days 

**\$2,000 | 1.8 CEUs**



# Details


## COURSE LISTING

The listing page allows unlimited and customizable description space to provide an overview, highlights, contacts, and key information.

- Enrollment access point
- Enrollment closed notification if unavailable
- Description area editable via intuitive rich text editor tools or HTML flexibility

Login | About


## OPEN LEARNING



### COVID19 Rapid Response Training for Barbers & Stylists: From Vaccine Hesitancy to Vaccine Confidence

Started Jun 2, 2021

[Enroll](#)



**Need Help Enrolling?**

Watch this short step-by-step instructional [How to Enroll](#) video, or reference the [How to Enroll PDF](#), to learn how to easily enroll and access the course, by first creating your login credentials.

**Simplified Steps**

1. Click ENROLL above to be directed to the registration page
2. Create an Associate Account
3. Sign In using your new login
4. Enroll in the COVID19 Rapid Response course

*\*Tip: Complete each step by opening the links in a new window or tab to avoid having to navigate back to the registration page. (How? Right-click each link and select "Open link in new window (or tab).")*

**At-A-Glance**

**Registration Opens:** June 2, 2021  
**Audience:** Barbers and Stylists  
**Time Limit:** June 2, 2021 to December 30, 2021  
**Length:** 4 hours  
**Offered by:** Maryland Center for Health Equity, School of Public Health  
**Website:** [Maryland Center for Health Equity](#)  
**Partnerships:** [Black Coalition Against COVID](#), [Shea Moisture](#), [the White House](#), U.S. Department of Health and Human Services

**Overview**

On June 2nd, President Biden announced **Shots at the Shop – A New Initiative to Engage Black-Owned Barbershops and Beauty Salons**. The President is teaming up with the Black Coalition Against COVID, the University of Maryland Center for Health Equity, and Shea Moisture to launch "Shots at the Shop," an initiative that will engage Black-owned barbershops and beauty salons across the country to support local vaccine education and outreach efforts.

**Course Description**

The University of Maryland School of Public Health Maryland Center for Health Equity (M-CHE) is providing this training to build upon our existing Health Advocates In-Reach and Research ([HAIR](#)) program. We are being called to the front lines of President Biden's national vaccination campaign. On June 2nd, the national training program was announced during the town hall titled: [Barbershop and Salon Talk: From Vaccine Hesitancy to Vaccine Confidence](#).

This four-hour online training is designed for barbers and stylists engaged in COVID19 outreach and education designed to provide scientifically sound and culturally tailored communications designed to help communities of color make informed decisions about the COVID19 vaccination. Scholars will be provided



# Instructions

## HOW TO ENROLL

Utilize or share our simplified “How to Enroll” PDF instructions with your target audience, or incorporate them into your course listing page.

- Incorporate step by step or linked instructions into your course listing page.
- Record a demo to share! ([DEMO example](#))

**OPEN LEARNING** Login | About

**COVID19 Rapid Response Training for Barbers & Stylists: From Vaccine Hesitancy to Vaccine Confidence**

Started Jun 2, 2021

[Enroll](#)

**Need Help Enrolling?**

Watch this short step-by-step instructional [How to Enroll](#) video, or reference the [How to Enroll PDF](#), to learn how to easily enroll and access the course, by first creating your login credentials.

**Need Help Enrolling?**

Watch this short step-by-step instructional [How to Enroll](#) video, or reference the [How to Enroll PDF](#), to learn how to easily enroll and access the course, by first creating your login credentials.

**Simplified Steps**

1. Click ENROLL above to be directed to the registration page
2. Create an Associate Account  
*(Your Associate Account will be your login credentials to Sign In and Enroll here, and to access the course after enrolling.)*
3. Sign In using your new login
4. Enroll in the COVID19 Rapid Response course

*\*Tip: Complete each step by opening the links in a new window or tab to avoid having to navigate back to the registration page. (How? Right-click each link and select "Open link in new window (or tab).")*

This four-hour online training is designed for barbers and stylists engaged in COVID19 outreach and education designed to provide scientifically sound and culturally tailored communications designed to help communities of color make informed decisions about the COVID19 vaccination. Scholars will be provided



# Bundled Courses PROGRAM LISTING

Curate a special series, tailor specific learning tracks, or offer package incentives by grouping a-la-cart courses into various programs.

- Same look and feel as course listings
- Add courses as “requirements”
- Included courses listed in header area

**OPEN LEARNING** | About | Contact us

Listings Catalogs Promotions Analytics | Switch to ▾

## Sexual and Gender Diversity Learning Community Certificate Program (Direct Service/Therapist Track)

Details Certificate Requirements

✔ Student must complete requirements in the order shown below

📄	Beginning Assessment (SGDLC - Direct Service/Therapist & Organizational/Administrative Track)	🗑️
📄	Training Workshop (SGDLC - Direct Service/Therapist & Organizational/Administrative Track)	🗑️ ⋮
📄	Clinical Consultation Sessions (SGDLC - Direct Service/Therapist Track)	🗑️ ⋮
📄	Simulated Client Clinical Experience (SGDLC - Direct Service/Therapist and Organizational/Administrative Track)	🗑️ ⋮
📄	Final Assessment and Feedback (SGDLC - Direct Service/Therapist & Organizational/Administrative Track)	🗑️ ⋮

[+ Requirement](#)

**OPEN LEARNING** | Login | About

### Sexual and Gender Diversity Learning Community Certificate Program (Direct Service/Therapist Track)

Started May 1, 2023

\$700 Enroll

**Courses available in this program:**

- Beginning Assessment (SGDLC - Direct Service/Therapist & Organizational/Administrative Track)
- Training Workshop (SGDLC - Direct Service/Therapist & Organizational/Administrative Track)
- Clinical Consultation Sessions (SGDLC - Direct Service/Therapist Track)
- Simulated Client Clinical Experience (SGDLC - Direct Service/Therapist and Organizational/Administrative Track)
- Final Assessment and Feedback (SGDLC - Direct Service/Therapist & Organizational/Administrative Track)

**SCHOOL OF PUBLIC HEALTH**

\*The University of Maryland Prevention Research Center is committed to addressing gaps in understanding LGBTQ+ mental health care and improving outcomes for LGBTQ+ persons. Choosing the SGDLC Certificate program means choosing a learning experience that is both research and practice based, enhancing one's knowledge and skills around mental health practice and LGBTQ+ competency with current evidence-based information! The SGDLC was developed to introduce healthcare providers to basic concepts related to LGBTQ+ mental health and wellness, preparing them to serve LGBTQ+ clients competently. The SGDLC is intended to be delivered to behavioral healthcare providers including but not limited to mental health professionals, and trainees (students).





# Registration & Payment GATEWAY

- Offer discounts via promotion codes
- Self-enrollment and credit/debit card payment
- Units receive revenue immediately

## Registration / User Accounts

Users must first sign in with a UMD Directory ID (user account login credentials) to enroll in a course.

- *UMD Students/Faculty/Staff:* Sign in with their UMD Directory ID using CAS
- *Non-UMD Users:* Create a UMD Directory ID by setting up and logging in with a UMD Associate Account

The screenshot shows a registration and payment gateway page for the course "Machine Learning for Materials Research 2022". At the top is a circular logo with a colorful, multi-layered design. Below the logo, the course title "Machine Learning for Materials Research 2022" is displayed in a large, bold font. Underneath the title, it says "Live, In-Person and Online, Aug 8-12, 2022". A paragraph of text explains that faculty, staff, and students can sign in using their UMD Directory ID, and others must first create an associate account. A "Sign in Here" link is provided. Below this is a "Promotion Code" input field with an "Apply" button. The total cost is listed as "Total: \$230". A CAPTCHA section includes a checkbox for "I'm not a robot" and a "Proceed to Payment" button. At the bottom, there are links for requesting Accessibility & Disability Services (ADS) and contacting Canvas Support.



# Data Access ANALYTICS

Provides summary and user data of 1) enrollments, 2) revenue, and 3) completions.

- Filter to customize results
- Export data to CSV file
- Administrators may have access to multiple subcatalogs

UNIVERSITY OF MARYLAND  
OPEN LEARNING

Listsings Catalogs Promotions Analytics

Listsings Enrollments Orders Users

Search...

Purchase Date: Past 30 Days

\$6,574.25 40 31  
TOTAL REVENUE TRANSACTIONS DISCOUNTS

Purchaser	Catalog	Listing	Listing Status	Canvas Course ID	Bulk Purchase	Purchase Date	Order ID	Reference ID
	Defending Your Shell	Defend Your Shell 2023 119581	Open For Enrollment	#1337408	No	July 31, 2023 16:09	#7939053	-
	CHBE	Biopharmaceutical Manufacturing Basics e-Learnin... 42361	Open For Enrollment	#1280933	No	July 31, 2023 16:06	#7939000	44219534418
	Human Capital Management	HCM Core Concepts 124198	Open For Enrollment	#1344665	No	July 31, 2023 16:02	#7939005	-
	TerrapinSTRONG	Undergraduate TerrapinSTRONG Onboarding 2023-24 127951	Open For Enrollment	#1344161	No	July 31, 2023 16:01	#7938993	-
	MSE	Machine Learning for Materials Research 2023 133039	Open For Enrollment	#1353553	No	July 31, 2023 15:58	#7938963	44219519016

UNIVERSITY OF MARYLAND  
OPEN LEARNING

Listsings Catalogs Promotions Analytics

Listsings Enrollments Orders Users

Search...

Enrollment Date: Past 30 Days

10,742 5,673 5,030 37  
ENROLLMENTS ACTIVE COMPLETED DROPPED

Student	Catalog	Listing	Listing Status	Canvas Course ID	Enrollment Date	Status	Certificate
	CHBE	Biopharmaceutical Manufacturing Basics e-Learning Library 42361	Open For Enrollment	#1280933	July 31, 2023 16:06	Active	No Certificate Offered
	Human Capital Management	HCM Core Concepts 124198	Open For Enrollment	#1344665	July 31, 2023 16:02	Active	No Certificate Offered
	TerrapinSTRONG	Undergraduate TerrapinSTRONG Onboarding 2023-24 127951	Open For Enrollment	#1344161	July 31, 2023 16:01	Active	No Certificate Offered
	MSE	Machine Learning for Materials Research 2023 133039	Open For Enrollment	#1353553	July 31, 2023 15:58	Active	No Certificate Offered





# Automated OPEN LEARNING CERTIFICATE OF COMPLETION

- No Fee
- Customizable to include logos and signatures
- Generated upon course completion when set module requirements are satisfied
- Instantly downloadable via the Student Dashboard
- Emailed directly within 24 hours

*(Not for use to issue UMD CEU Certificates)*





# Showcase

## PROFESSIONAL ACHIEVEMENTS

Add certificates and credentials to LinkedIn. Follow [LinkedIn's easy-to-follow instructions](#) under “manage licenses & certifications.”

- Open Learning Certificates of Completion: View and Download from the [Student Dashboard](#)
- UMD CEU Certificates: Issued by EXST, distributed to participants by the unit

Add license or certification

\* Indicates required

Name\*  
<< Add the course title here >>

Issuing organization\*  
University of Maryland

Issue date  
Month Year

Expiration date  
Month Year

Credential ID  
<< Skip (Open Learning Certificates do not have an issuance number) >>

Credential URL  
<< Add a direct URL link after first uploading certificate file somewhere shareable; ex: Google Drive >>

Save

← Licenses & certifications +

Security Awareness Training  
University of Maryland  
Issued Jan 2023

Show credential ↗





# Open Learning **TUITION & FEES**

Extended Studies administers Open Learning as a service to the university and does not charge a fee for Open Learning.

## Tuition

- Units set course enrollment fee
- Offerings can be free or charge a fee
- Discounts optional via:
  - Promotion codes  
(percentage or flat amount)
  - Program offering  
(specified course bundle)

## DIT Technology Fee

- \$10 per enrollment
- Waiver available for free courses exclusive to UMD students/faculty/staff audiences

[More information](#)

## Automated Certificates of Completion

- FREE! Included feature

## UMD CEU\* Certificate Fee

*\*University of Maryland Continuing Education Unit*

- \$25 per qualifying participant
- EXST pre-approval required to offer UMD CEUs
- Certificates issued by EXST in digital format
- EXST maintains five (5) year record of UMD CEUs awarded

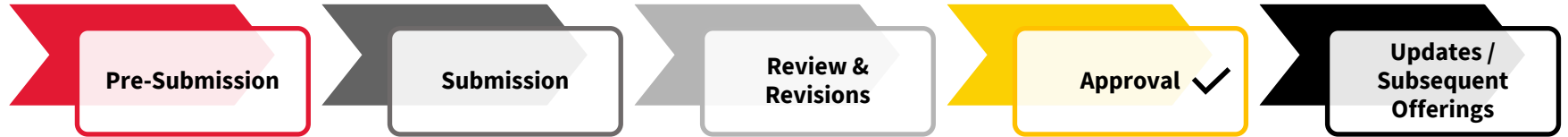




# Open Learning **APPLY TODAY**

## Open Learning Application

### Approval Process Timeline



*Advanced preparation*

*Minimum 30 days prior to enrollment open*

*1-30 days*

*Course approvals do not expire*

*Notify EXST prior to creation*

- ✓ Open Learning Administrator Training

- ✓ *NEW* Application Submission

- ✓ EXST Initial Review:
  - 1-10 business days
- ✓ Complete Review/ Approval:
  - 1-30 days

- ✓ Collection of Signature Approvals
- ✓ EXST Official Approval Notification

- ✓ *EXISTING* Course Update Notification

*If Applicable:*

- ✓ DIT Technology Fee Waiver
- ✓ MOU Third-Party Agreement
- ✓ UMD CEU Calculation Worksheet

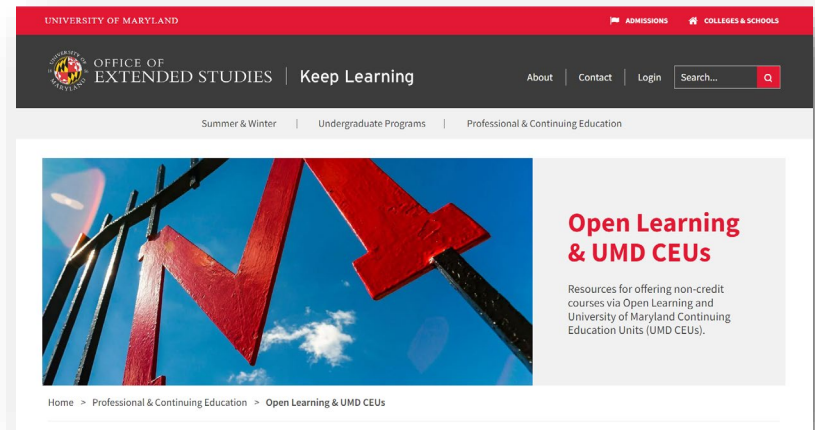
*I.e., Choose the EXISTING Application Type*

- Applicable to previously approved courses
- No signature re-approval required



# Open Learning **RESOURCES**

Visit the **Open Learning Extended Studies Administrative Website** to find more information, forms, and resources for offering non-credit content.



EXTENDED STUDIES



# EXTENDED STUDIES

***FEARLESSLY  
FORWARD***

**Bill Aarhus, Assistant Director, Strategic Initiatives for Continuing Education**

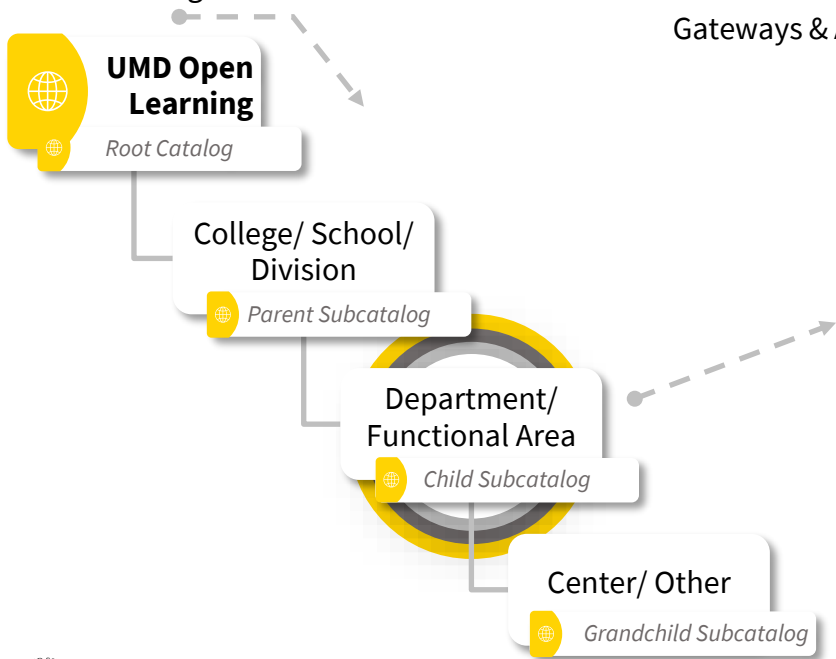
0600 Service Building, 7757 Baltimore Avenue, College Park, MD 20742

[exst.umd.edu](http://exst.umd.edu) | [openlearning@umd.edu](mailto:openlearning@umd.edu)

# Catalog Gateways & Access **STRUCTURE & FUNCTION**

Structure

Tiered Catalogs



Function  
Gateways & Access

